

**NOAA TIP SHEET FOR AMS ANNUAL MEETING  
WEDNESDAY, JANUARY 12, 2005**

**SPOTLIGHT:** Industry Roundtable: The Global Earth Observation System:  
Revolutionizing Our Understanding of How Earth Works

Lautenbacher, Keebaugh, Tucker, Changnon, Bernard, Fish; 2-4 p.m. Room 7A

Imagine a world in which we can mitigate tsunami disasters and forecast winter weather months in advance; predict where the next outbreak of malaria, SARS or West Nile virus is likely to hit; and, in the U.S. alone, reduce energy costs by about \$1 billion annually. Suppose we could more effectively forecast climate, El Niño and drought? Better forecast agricultural output? Fifty-three countries and the European Commission will take a leap in achieving these promises in Brussels this February -- soon after the U.S. advances a plan that will be pivotal to the entire emerging global effort. Learn about the U.S. Earth Observation System implementation plan, the emerging global implementation plan, and the perspectives of industry, government, and the public health, agribusiness, and other sectors. This is an opportunity to delve below the headlines and gain insight firsthand about a dynamic and pioneering system that, over the next decade, will yield benefits as broad as our planet itself. There will be Q&A during the session and panelists will be available for media interviews following the session.

**Additional NOAA Presentations Of Interest:**

- NOS' nowCOAST: A Web Mapping Portal to Real-Time Coastal Observations and NOAA Forecasts – Wengren (Rm. 14A)
- Polygon Weather Warnings: A New Approach for the NWS – Waters (Rm. 14A)
- NWS Marine Observation Network: Coastal Marine Component of Multiple Observing Systems – Conlee (Rm. 8)
- Retrospective Analysis of Thunderstorm Lifecycles – Howard (Rm. 1A&B)

**Media contact:**

Greg Romano, National Weather Service: 202.360.5992